

A black and white photograph of a dark, textured surface, possibly a piece of fabric or a topographical map, with the text "FISHER & PAYKEL" centered in white. The texture is highly detailed, showing various ridges, valleys, and folds. The lighting is dramatic, highlighting the contours of the surface. The text is in a bold, sans-serif font.

**FISHER & PAYKEL**



**NEW ZEALAND WAS ONE OF THE LAST  
PLACES ON EARTH TO BE DISCOVERED.**

**THOSE WHO JOURNEYED HERE WERE  
NAVIGATORS, RISK-TAKERS AND  
ADVENTURERS WHO DEFIED ASSUMPTIONS  
ABOUT WHAT WAS POSSIBLE.**

**OUR IDENTITY WAS SHAPED BY RAW  
FORCES OF NATURE — ELEMENTAL AND  
POWERFUL AS THE PACIFIC OCEAN ITSELF.**

**CAUGHT BETWEEN EARTH AND SKY,  
MOUNTAINS AND SEA, WE CONSTANTLY  
LOOK TO THE HORIZON.**

OUR DEEP CONNECTION TO THE NATURAL ENVIRONMENT DEFINES US - THE LAND AND SEA PROVIDE THE FOOD THAT NOURISHES; FOOD THAT HAS SUSTAINED US FOR GENERATIONS.

OUR RESPECT FOR IT'S ORIGINS CONTINUES TO SHAPE US.

WE CHOOSE THAT WHICH ALIGNS WITH OUR VALUES - FROM SOURCING TO PRESERVATION TO SHARING, FOOD IS WOVEN INTO OUR IDENTITY.

WHAT WE TAKE FROM THE EARTH FOSTERS A CONNECTION TO THE ENVIRONMENT, AND TO ONE ANOTHER.





EST. 1934

# DESIGNED IN NEW ZEALAND

**IT DESCRIBES HOW OUR ENVIRONMENT  
HAS SHAPED US, FOSTERING A  
PIONEERING SPIRIT AND A CULTURE OF  
CURIOSITY. IT IS  
A PHILOSOPHY AND WAY OF THINKING  
THAT IS UNIQUELY FISHER & PAYKEL.**

**SINCE OUR FOUNDING IN 1934, WE HAVE GROWN INTO A GLOBAL, DESIGN-LED COMPANY OF MORE THAN 4,000 PEOPLE. DESIGNED AND ENGINEERED IN NEW ZEALAND, OUR PRODUCTS ARE SOLD IN 50 COUNTRIES AROUND THE WORLD.**

**OUR DESIGN HERITAGE IS FOUNDED ON A PIONEERING SPIRIT AND A CULTURE OF CURIOSITY THAT HAS CHALLENGED CONVENTIONAL APPLIANCE DESIGN TO CONSISTENTLY DELIVER PRODUCTS TAILORED TO HUMAN NEEDS.**





**FOR US, LEGACY IS ABOUT LOOKING INTO THE FUTURE, WHILE ENSURING WHAT WE DEVELOP TODAY IS ALIGNED TO THE FUNDAMENTAL PRINCIPLES OF SUSTAINABLE DESIGN.**

**WE ARE COMMITTED TO ONGOING RESEARCH AND DEVELOPMENT. OUR CULTURE IS ONE OF OPEN INNOVATION, WHICH ALLOWS PEOPLE TO WORK COLLABORATIVELY TO FIND INSIGHTS AND IDEAS THAT CONNECT WITH OUR CUSTOMERS AND RESPECT OUR PLANET.**

# DESIGNING FOR A CHANGING WORLD



## **HUMAN CONNECTION IS MORE IMPORTANT THAN EVER**

In our fast paced digital world, taking time to celebrate those special moments we spend with our family and friends is more important than ever.



## **URBANISATION IS CHANGING THE BUILT ENVIRONMENT**

How we live, where we work, growing and shifting populations and other social and cultural factors are re-shaping the urban environment and influencing the spaces we create within it.



## **SUSTAINABILITY IS THE MOVEMENT OF OUR TIME**

Growing consciousness for our own health and the health of our planet is playing an increasing role in the way we live, work and play.



## **HEALTHY LIVING IS THE NEW LUXURY**

We are what we eat. Understanding the provenance of our food, a trend towards locally sourced, organic, and paddock to plate consumption has never been more important to luxury consumers.



## **TECHNOLOGY IS RADICALLY RESHAPING THE WAY WE LIVE**

Technology is accelerating change, enabling disruptive business models to flourish at an unprecedented rate. Personalisation driven by AI and big data is transforming the way we live our lives.

# PURPOSE

**WE CREATE MOMENTS OF DELIGHT TOGETHER IN THE HEART OF THE HOME.**

**SUSTAINABLY ENHANCING THE QUALITY OF PEOPLES LIVES.**

**NOW AND FOR FUTURE GENERATIONS.**